



SOCIAL MEDIA TIPS

How do you use social media to grow your business?

Others do it, and do it well to gain new business, but how?

Let's take a look at why people will follow businesses on social media.



To save money

People love to save money and take advantage of sales, and social media is a great place to post offers.

Make sure that you post offers at the right rate for each social media platform, because posting too much is an easy way for your fans to unfollow you.



Stay current

This is the main point of any social media anyways, so it makes sense that this is how businesses can contribute as well.

Keep this relevant and personable. Did you have an office gathering? Post a picture. Have an office dog? We want to see it. Stay relevant, personable and engaging.



Communication

People use social media to talk and interact with each other.

Responding to client's inquires, questions and complaints is an important part of managing a social media presence.



Amusement

We like to laugh and smile.

Providing fun entertainment for your followers will do more than just provide goodwill and engagement, they will share your content so you can rapidly expand your audience.

With all of these in mind, we can look deeper at how we can craft great messages for social media marketing to engage clients and drive sales.



3 STEPS FOR WRITING FOR SOCIAL MEDIA

1 What is the value?

This goes back to the first bullet point above.

People don't want to be constantly sold, particularly if they don't know you and your brand. Think about the value on social media to be building a relationship. At the end of the day, business is still people working with other people and this is even more true on social media. I recommend doing no more than 20% of your posts being a hard sale, but I would ideally like it to be more around 10- 15% overall.

3 Is there a media component?

Ideally, we would be able to create endless, high quality videos for our social media profiles on a regular basis, but we all know that only works if you've won the PowerBall.

There is a lot that you can do to keep your posts engaging in the meantime. You can use illustrations, stock photos, company photos and even recycle old photos from the past for new posts. Pops of color and motion does the most to attract the eye, so think about how you can integrate that into your social media posts.

2 Are people interested in this?

Please note that this is different than if YOU are interested.

You are not crafting this message to talk to yourself (well maybe you can, but if that's the case you just need a mirror, not social media). You are trying to engaged with a target audience. Think about putting together several customer avatars that define who your target audience is and what they are interested in. This will help you to craft a better message to stay in front of them.

The biggest challenge with social media is creating consistently high quality content to stay in front of your followers.

Hopefully with these steps you will be able to build a better social media presence going forward.

? Got a question?

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